

Message Text

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ACTION EUR-12

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FM AMEMBASSY BUDAPEST
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AMEMBASSY VIENNA

UNCLAS BUDAPEST 984

VIENNA FOR EWTDSO

USDOC FOR BEWT-SEVERANCE

E.O. 11652: N/A
TAGS: BEXP HU
SUBJECT: FY-79 TRADE FAIRS IN HUNGARY

REF: (A) USDOC 1229 (B) BUDAPEST A-6 (C) BUDAPEST A-9

SUMMARY: POST IS EXTREMELY PLEASED THAT U.S. MAY TAKE PART IN '79 BUDAPEST SPRING FAIR. WE RECOMMEND COMMUNICATIONS EQUIPMENT AS BEST THEME AND URGE EARLY CONFIRMATION OF DECISION TO PARTICIPATE.

1. EMBASSY IS EXTREMELY PLEASED TO LEARN F LIKELIHOOD OF U.S. PARTICIPATION IN BUDAPEST SPRING FAIR. RECENT INITIAL-ING OF TRADE AGREEMENT BETWEEN U.S. AND HUNGARY HSHOULD FACILITATE RECRUITING EFFORTS IN U.S. AND GENERATE SUBSTANTIAL ANTEREST AMONG END-USERS.

2. COMMUNICATIONS EQUIPMENT IS BEST THEME FOR '79 BU\$APEST SPRINF FAIR. RANKING OFFICIALS, FTO EXECUTIVES, AND TELECO

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MUNICATIONS ASSOCIATION OFFICIALS HAVE INDICATED TO
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EMBOFFS THAT COMMUNICATIONS INDUSTRY WILL BE SLATED
FO
DEVELOPMENT IN NEXT PLAN PERIOD. THEY HAVE ALSO
EXPRESSED CONSIDERABLE INTEREST IN AMERICAN TECHNO-
LOGY IN THEIR FIELD BECAUSE THEY WISH TO ENHANCE THE
QUALITY AND QUANTITY OF THEIR COMMUNICATIONS EQUIP-
MENT EXPORTS TO HARD CURRENCY MARKETS (SEE REF (C)).

THE SEPTEMBER '78 COMMUNICATIONS EQUIPMENT TSS SHOULD GENERATE SUFFICIENT INTEREST AND CONTACTS TO ALLOW MORE INTENSIVE PROMOTIONAL EFFORTS PRIOR TO '79 SPRING FAIR. EMBASSY NOW PREPARING BRIEF REPORT ON HUNGARIAN COMMUNICATIONS INDUSTRY WHICH MAY FURTHER FACILITATE USDOC RECRUITMENT AND PROMOTIONAL EFFORTS.

4. HUNGARY EXPORTS MOST MEDICAL EQUIPMENT IT PRODUCES. MEDICOR GENERAL MANAGER TOLD EMBASSY THAT HUNGARY WOULD BE INTERESTED IN U.S. PACEMAKER TECHNOLOGY ONCE MUTUAL MFN TARIFF TREATMENT WERE EXTENDED (SEE REF (B)). WHILE THERE ARE POSSIBILITIES FOR U.S. SALES OF THIS EQUIPMENT TO HUNGARY AND FOR COOPERATION AGREEMENTS BETWEEN U.S. AND HUNGARIAN ENTERPRISES, EMBASSY FEELS THIS THEME SHOULD BE PROMOTED VIA TSS.

3. HUNGARIAN IMPORTS OF MACHINE TOOLS TRADITIONALLY HAVE BEEN SOURCED FROM OTHER COMECON COUNTRIES AND WESTERN EUROPE. WHILE THEY HAVE SOLD IN HUNGARY, U.S. MANUFACTURERS SUFFERED A COMPETITIVE DISADVANTAGE AS RESULT OF LACK OF MUTUAL MFA TARIFF TREATMENT, DISTANCE FROM HUNGARY AND WEIGHT OF SHIPMENTS. HUNGARY IS INTERESTED IN AMERICAN MACHINE TOOLS. SINCE U.S. EXPORTS OF THESE TO EASTERN EUROPE ARE SUBJECT TO STRICT CONTROLS, AND WHILE WE ENCOURAGE EFFORTS BY U.S. FIRMS TO SELL MACHINE TOOLS HERE, WE WOULD

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NOT RECOMMEND THIS AS THEME FOR '79 SPRING FAIR.

5. REQUEST USDOC DECIDE ASAP ON U.S. PARTICIPATION IN '79 BUDAPEST SPRING FAIR SO THAT RECRUITMENT EFFORTS MAY BEGIN WELL IN ADVANCE OF PREPARATION OF '79 COMPANY BUDGETS. IF DECISION IS POSITIVE, THEN FURTHER REQUEST USDOC INFORM EMBASSY PRIOR TO OCT 1, 1978, AMOUNT OF SPACE DESIRED AND, IF POSSIBLE, NAMES OF COMPANIES THAT WILL PARTICIPATE.

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